2019 Community Survey
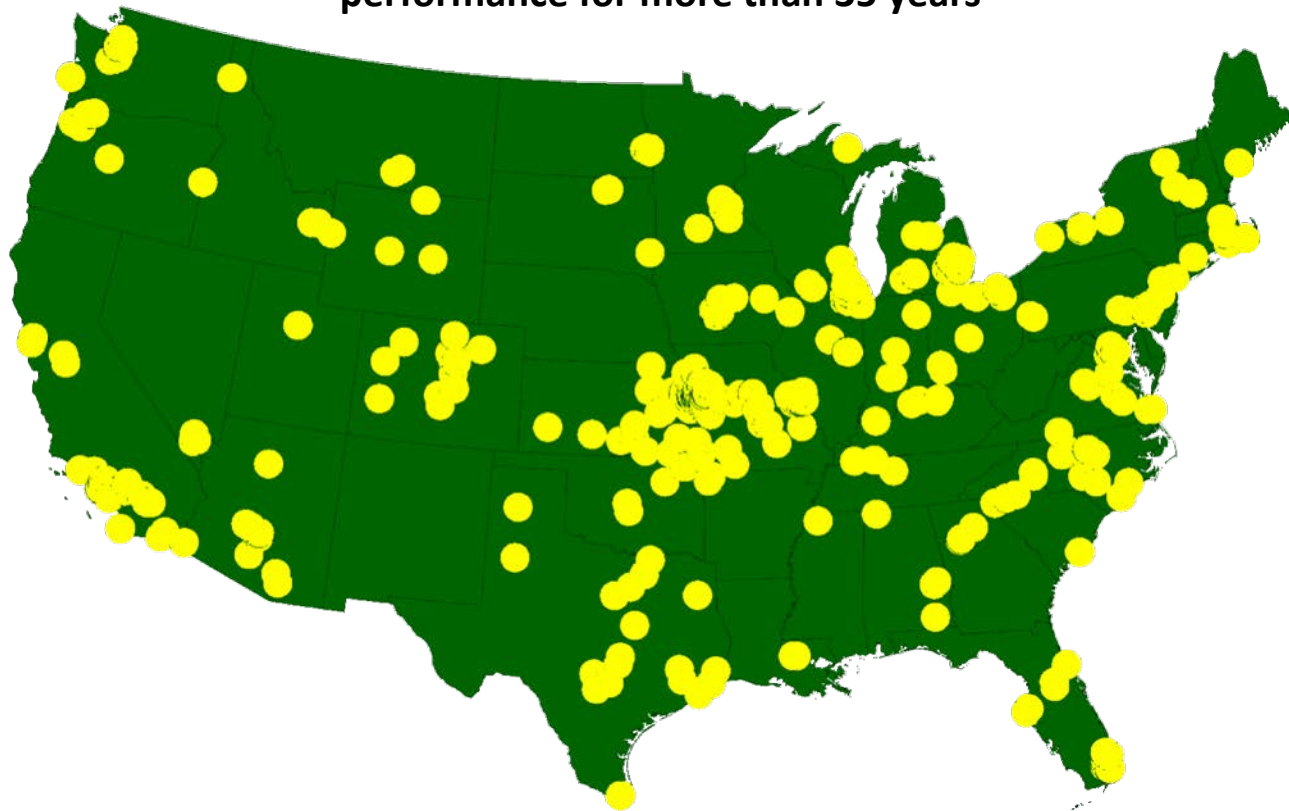# *City of Springfield, Missouri*

Presented by

June 2019

ETC Institute

A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years

More than 2,200,000 Persons Surveyed Since 2009 for more than 900 cities in 49 States

Agenda

- **Purpose and Methodology**

- **Bottom Line Upfront**

- **Major Findings**

- **Summary**

- **Questions**

Purpose

- To objectively assess satisfaction among residents with the delivery of major City services

- To help determine priorities for the community

- To measure trends from previous surveys

- To compare the City's performance with other communities regionally and nationally

Methodology

- **Survey Description**
  - ❑ seven-page survey; included many of the same questions that were asked in previous years
  - ❑ 4th Community Survey conducted for the City

- **Method of Administration**
  - ❑ by mail, online, & phone to a random sample of City residents
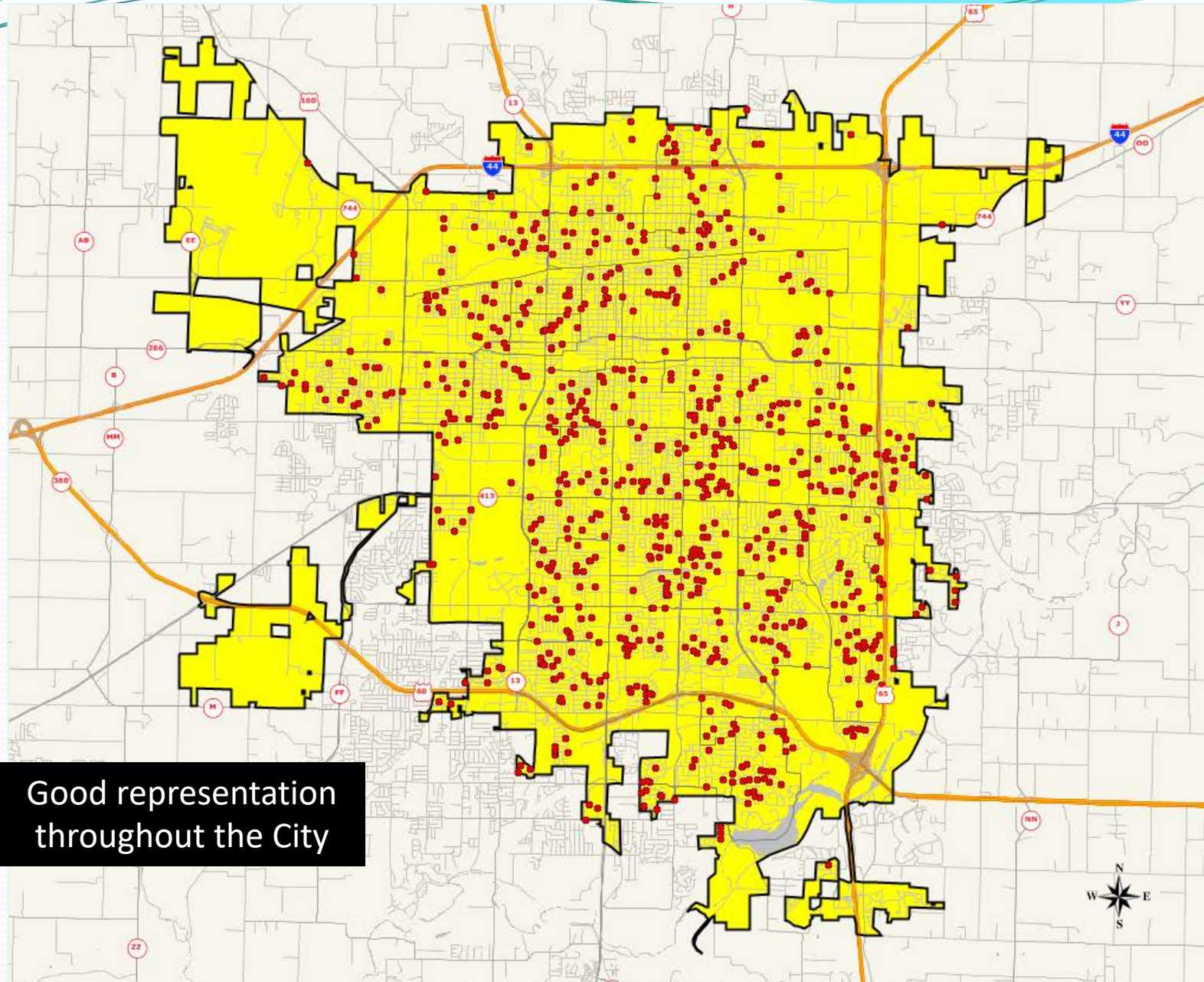 - ❑ each survey took approximately 15-20 minutes to complete

- **Sample size:**
  - ❑ 829 completed surveys (goal was 800)
  - ❑ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level:** 95%

- **Margin of error:** +/- 3.4% overall

Good representation throughout the City

Bottom Line Up Front

- **Springfield Rates Higher Than Other Cities in the <u>Overall Quality of City Services</u>**
  - ❑ The City rated 16% above the Regional Average and 11% above the U.S. Average in the overall quality of services provided by the City

- **Springfield Rates Higher Than Other Cities in Providing <u>Customer Service</u>**
  - ❑ The City rated 6% above the Regional Average and 13% above the U.S. Average in the quality of customer service provided by City employees

- **Overall Priorities:**
  - ❑ Maintenance of City Streets and Infrastructure
  - ❑ Traffic Flow in the City
  - ❑ Overall Quality of Police Services
  - ❑ Enforcement of City Codes and Ordinances

Major Finding #1

Perceptions of the City

Q1. <u>Perception</u> of the City of Springfield

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (<u>excluding "don't know"</u>)

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2/1)
Your neighborhood as a place to live	26%	39%	18%	17%
The overall quality of life in Springfield	15%	47%	22%	16%
Overall quality of services provided by the City	12%	49%	28%	11%
Springfield as a place to work	15%	44%	29%	12%
Springfield as a place to raise children	17%	41%	26%	16%
Overall appearance & attractiveness of the City	6%	38%	31%	25%
Overall value received for City taxes and fees	9%	35%	32%	24%
How well the City is planning growth	8%	32%	37%	22%

0%   20%   40%   60%   80%   100%

■Very Satisfied (5) ■Satisfied (4) □Neutral (3) ■Dissatisfied (2/1)

Nearly a 6-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied (61% vs. 11%) with the Overall Quality of Services Provided by the City
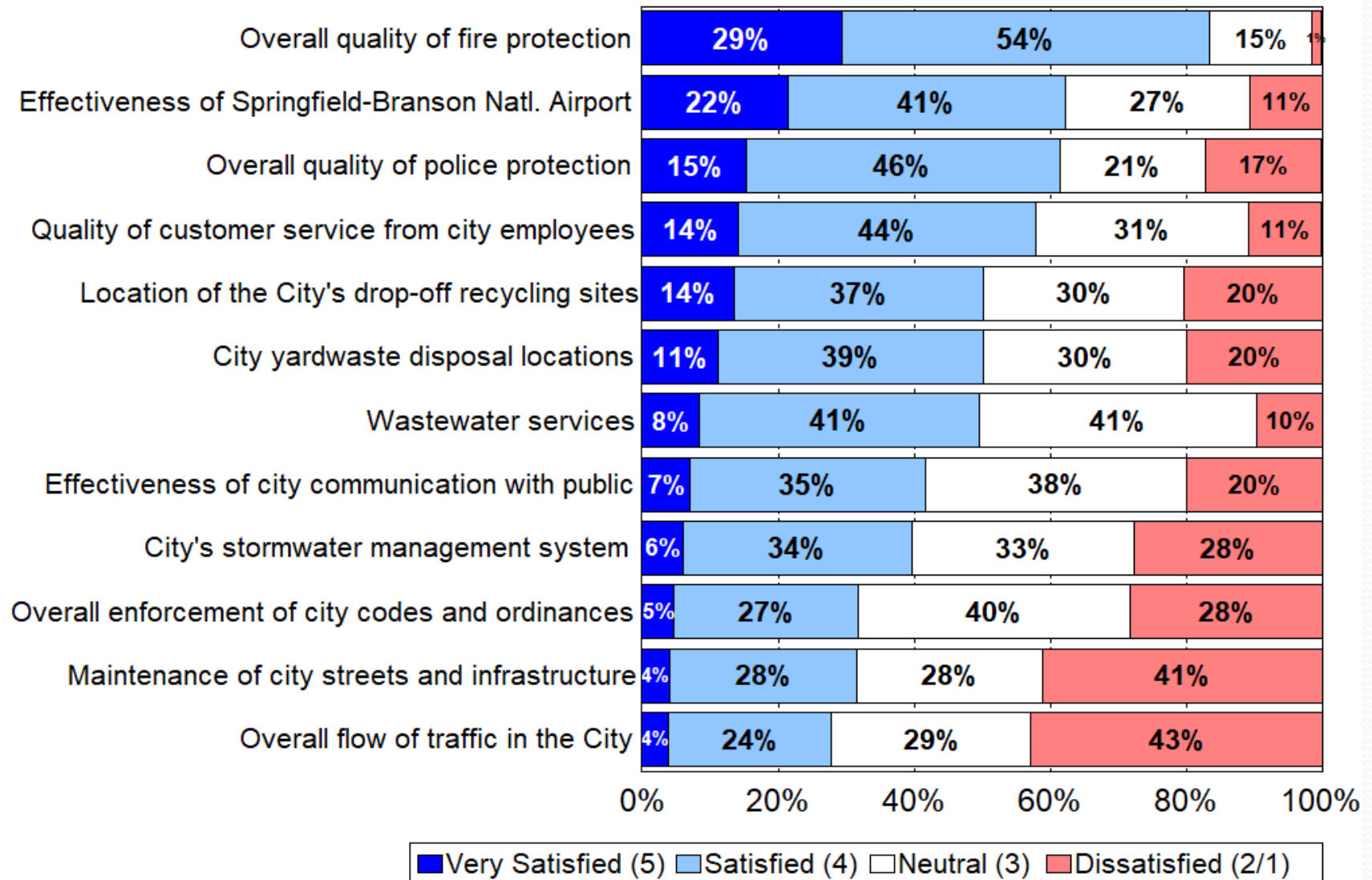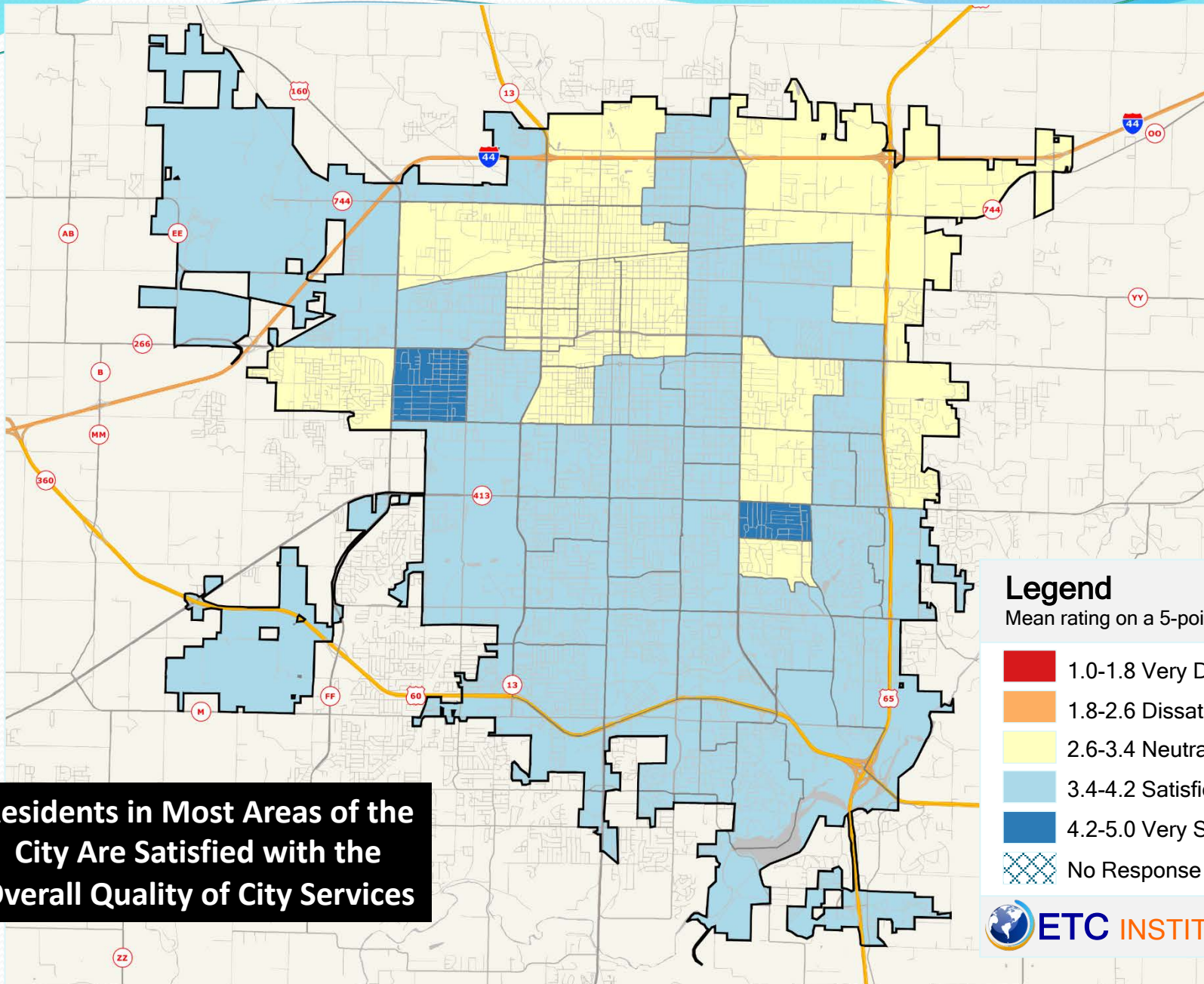
Q2. Satisfaction with City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

Service	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2/1)
Overall quality of fire protection	29%	54%	15%	1%
Effectiveness of Springfield-Branson Natl. Airport	22%	41%	27%	11%
Overall quality of police protection	15%	46%	21%	17%
Quality of customer service from city employees	14%	44%	31%	11%
Location of the City's drop-off recycling sites	14%	37%	30%	20%
City yardwaste disposal locations	11%	39%	30%	20%
Wastewater services	8%	41%	41%	10%
Effectiveness of city communication with public	7%	35%	38%	20%
City's stormwater management system	6%	34%	33%	28%
Overall enforcement of city codes and ordinances	5%	27%	40%	28%
Maintenance of city streets and infrastructure	4%	28%	28%	41%
Overall flow of traffic in the City	4%	24%	29%	43%

■ Very Satisfied (5) ▨ Satisfied (4) ☐ Neutral (3) ▨ Dissatisfied (2/1)

Residents Were Most Satisfied with Fire Services;
They Were Least Satisfied with Streets/Infrastructure and Traffic Flow

Overall Quality of Services Provided by the City of Springfield

Legend
Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

Residents in Most Areas of the City Are Satisfied with the Overall Quality of City Services

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Major Finding #2

Trend Analysis

Trends

Notable <u>Increases</u> in Satisfaction Since 2014

❑ Effectiveness of Springfield-Branson National Airport
❑ How quickly police respond to emergencies
❑ Accuracy of information and assistance about City programs and services

Notable <u>Decreases</u> in Satisfaction Since 2014
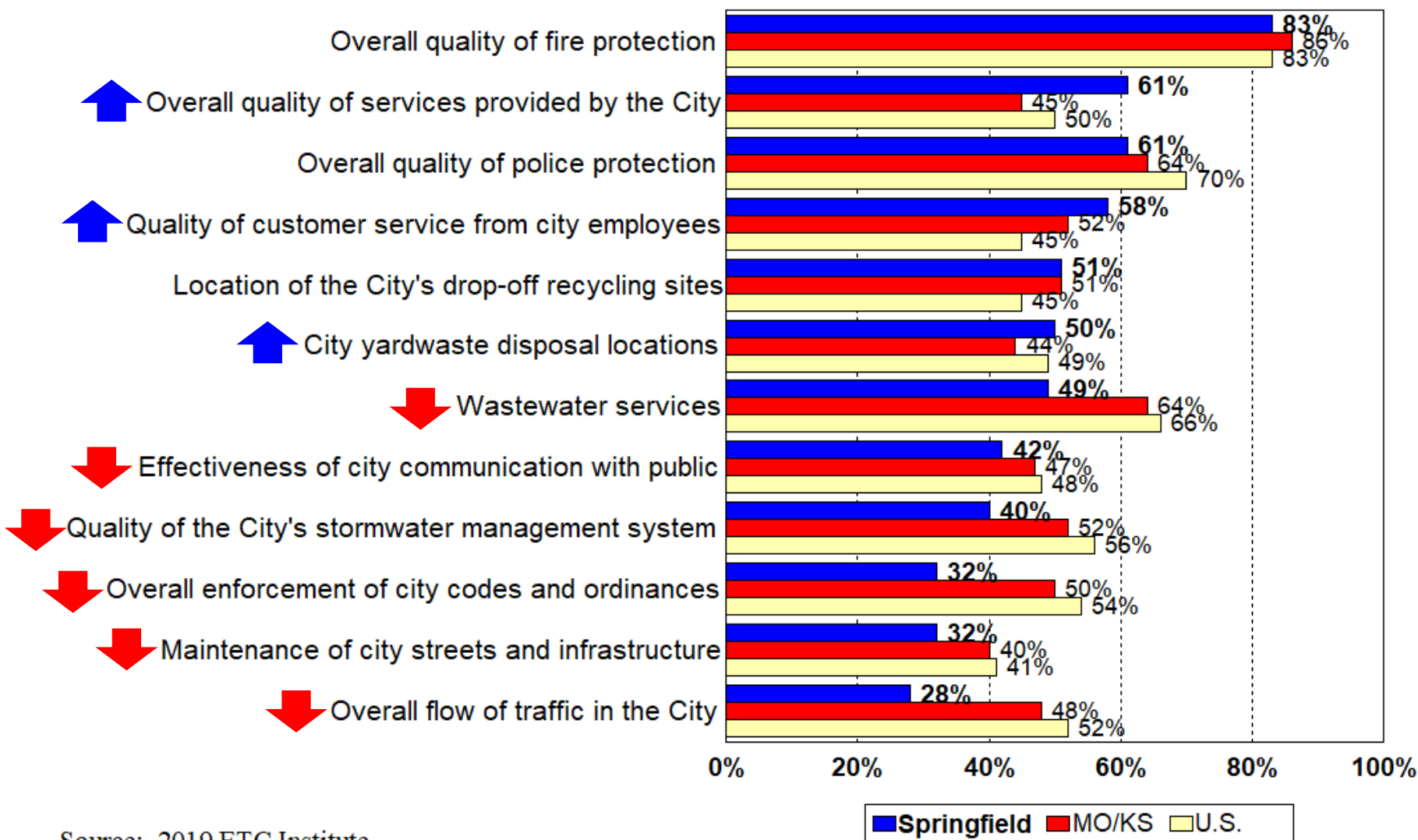
❑ Overall appearance and attractiveness of the City
❑ Springfield as a place to raise children
❑ Overall quality of life in Springfield
❑ Maintenance of major City streets
❑ Adult recreation programs
❑ Feeling of safety from violent crime in your neighborhood
❑ Cleanliness of City streets and public areas

Major Finding #3

How Springfield Compares to Other Communities

Overall Satisfaction with Major Categories of City Services
Springfield vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item a 4 or 5 on a 5-point scale where 5 was "very satisfied" and 4 was "satisfied" (excluding don't knows)

Category	Springfield	MO/KS	U.S.
Overall quality of fire protection	83%	86%	83%
Overall quality of services provided by the City ⬆	61%	45%	50%
Overall quality of police protection	61%	64%	70%
Quality of customer service from city employees ⬆	58%	52%	45%
Location of the City's drop-off recycling sites	51%	51%	45%
City yardwaste disposal locations ⬆	50%	44%	49%
Wastewater services ⬇	49%	64%	66%
Effectiveness of city communication with public ⬇	42%	47%	48%
Quality of the City's stormwater management system ⬇	40%	52%	56%
Overall enforcement of city codes and ordinances ⬇	32%	50%	54%
Maintenance of city streets and infrastructure ⬇	32%	40%	41%
Overall flow of traffic in the City ⬇	28%	48%	52%

0%   20%   40%   60%   80%   100%

■ Springfield   ■ MO/KS   □ U.S.

Source: 2019 ETC Institute

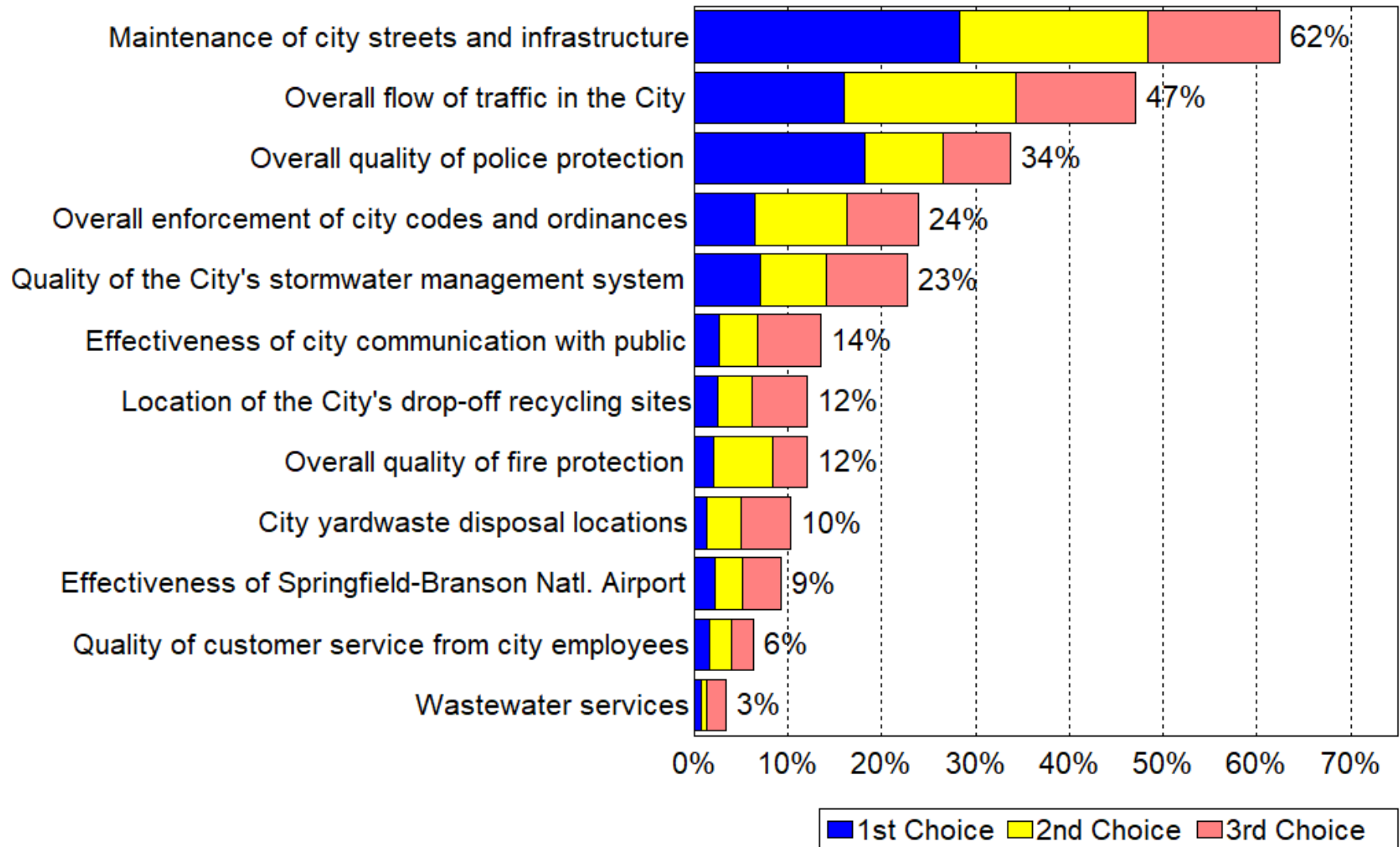**Significantly Higher:** ⬆   **Significantly Lower:** ⬇

Major Finding #4

Priorities for Improvement

Q3. <u>City Services</u> That Should Receive the Most Emphasis Over the Next 2 Years

by percentage of respondents who selected the item as one of their top three choices

Service	Percentage
Maintenance of city streets and infrastructure	62%
Overall flow of traffic in the City	47%
Overall quality of police protection	34%
Overall enforcement of city codes and ordinances	24%
Quality of the City's stormwater management system	23%
Effectiveness of city communication with public	14%
Location of the City's drop-off recycling sites	12%
Overall quality of fire protection	12%
City yardwaste disposal locations	10%
Effectiveness of Springfield-Branson Natl. Airport	9%
Quality of customer service from city employees	6%
Wastewater services	3%

■ 1st Choice □ 2nd Choice ■ 3rd Choice

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

17

Importance-Satisfaction Rating
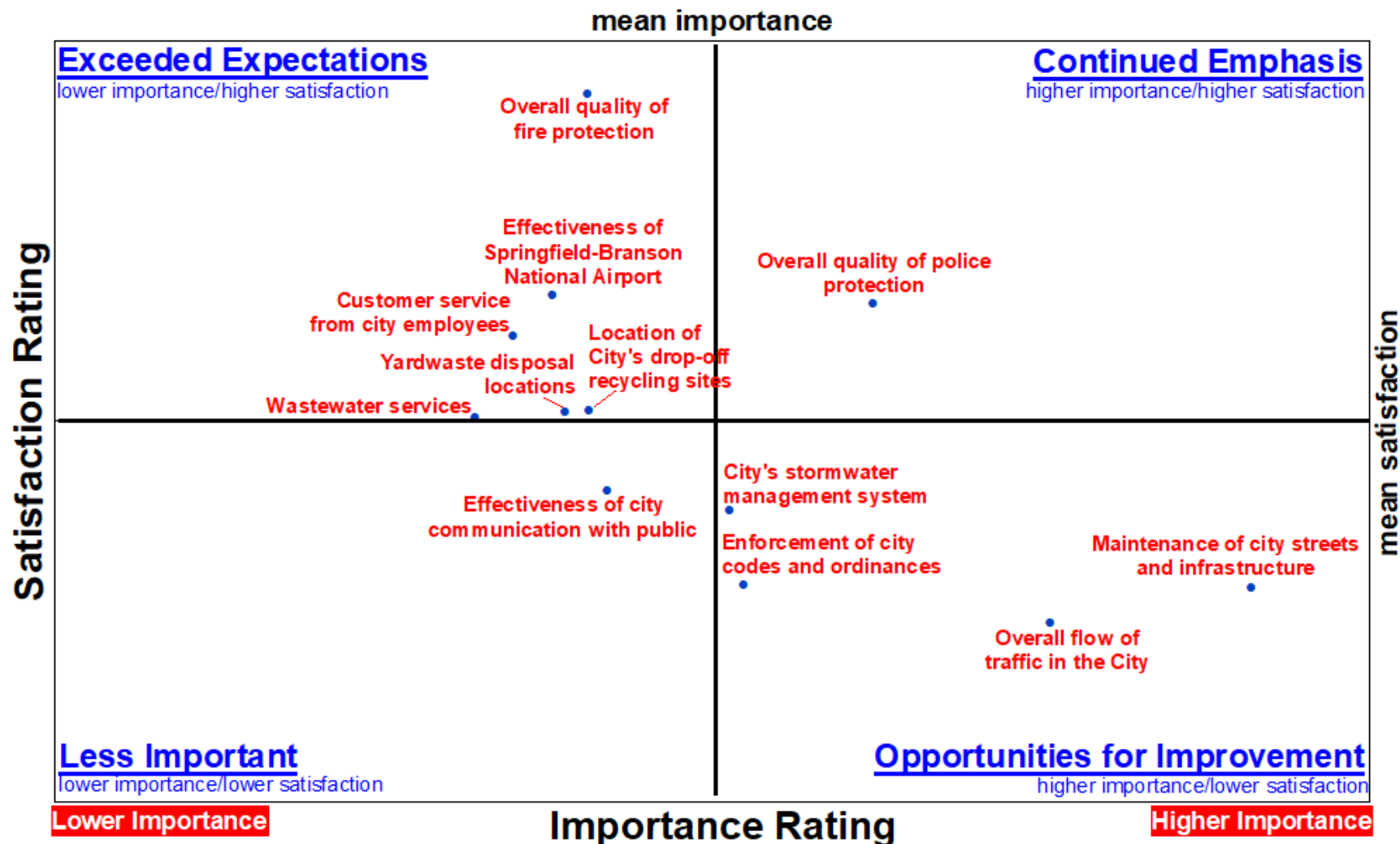
City of Springfield, MO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of city streets and infrastructure	62%	1	32%	11	0.4274	1
Overall flow of traffic in the City	47%	2	28%	12	0.3396	2
High Priority (IS .10-.20)						
Overall enforcement of city codes and ordinances	24%	4	32%	10	0.1630	3
Quality of the City's stormwater management system	23%	5	40%	9	0.1377	4
Overall quality of police protection	34%	3	61%	3	0.1301	5
Medium Priority (IS <.10)						
Effectiveness of city communication with public	14%	6	42%	8	0.0787	6
Location of the City's drop-off recycling sites	12%	7	50%	5	0.0603	7
City yardwaste disposal locations	10%	9	50%	6	0.0514	8
Effectiveness of Springfield-Branson Natl. Airport	9%	10	62%	2	0.0351	9
Quality of customer service from city employees	6%	11	58%	4	0.0265	10
Overall quality of fire protection	12%	8	84%	1	0.0198	11
Wastewater services	3%	12	50%	7	0.0172	12

Overall Priorities:

2019 City of Springfield DirectionFinder
Importance-Satisfaction Assessment Matrix
-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance

Exceeded Expectations
lower importance/higher satisfaction

Continued Emphasis
higher importance/higher satisfaction

Satisfaction Rating

mean satisfaction

Overall quality of fire protection

Effectiveness of Springfield-Branson National Airport

Overall quality of police protection

Customer service from city employees

Location of City's drop-off recycling sites

Yardwaste disposal locations

Wastewater services

City's stormwater management system

Effectiveness of city communication with public

Enforcement of city codes and ordinances

Maintenance of city streets and infrastructure

Overall flow of traffic in the City

Less Important
lower importance/lower satisfaction

Opportunities for Improvement
higher importance/lower satisfaction

Lower Importance

Importance Rating

Higher Importance

Source: ETC Institute (2019)

Importance-Satisfaction Rating
City of Springfield, MO
City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of major city streets	60%	1	42%	5	0.3444	1
Maintenance of streets in your neighborhood	42%	2	42%	6	0.2458	2
High Priority (IS .10-.20)						
Cleanliness of City streets and public areas	32%	3	50%	3	0.1615	3
Maintenance of sidewalks in your neighborhood	24%	4	43%	4	0.1398	4
Medium Priority (IS <.10)						
Maintenance of street signs and traffic signals	11%	5	66%	2	0.0382	5
Sharing of info about maintenance/City-owned bldgs.	4%	6	29%	7	0.0297	6
Maintenance of City-owned buildings	2%	7	70%	1	0.0056	7

Maintenance Priorities:

Importance-Satisfaction Rating
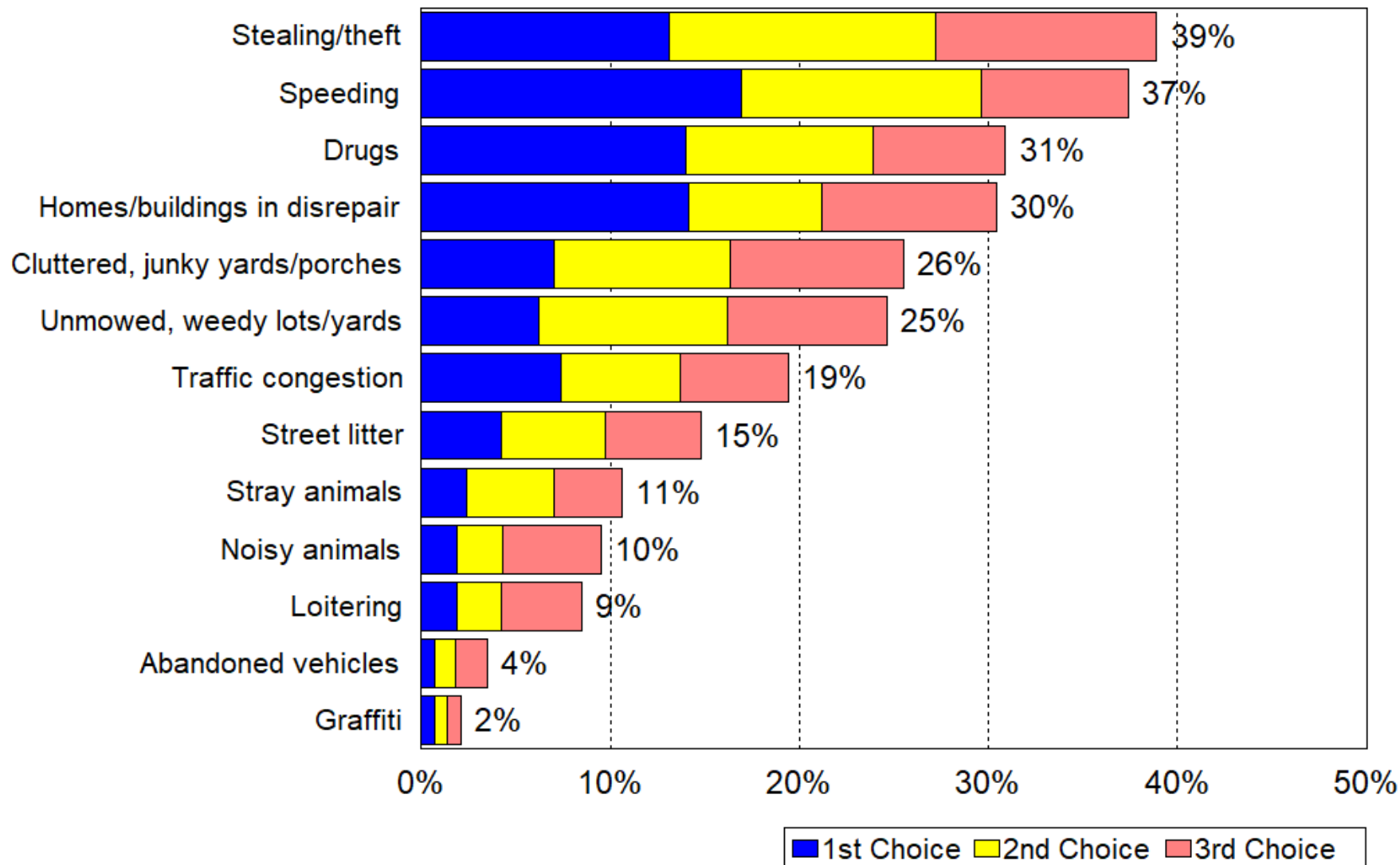## City of Springfield, MO
Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
City efforts to prevent crime	64%	1	43%	7	0.3691	1
High Priority (IS .10-.20)						
Enforcement of local traffic laws	31%	3	49%	6	0.1570	2
How quickly police respond to emergencies	34%	2	56%	4	0.1478	3
Medium Priority (IS <.10)						
Sharing public safety information with community	19%	4	52%	5	0.0910	4
Emergency 911 services	9%	5	71%	2	0.0270	5
City fire prevention education	7%	6	65%	3	0.0252	6
How quickly fire personnel respond to emergencies	6%	7	79%	1	0.0129	7

Public Safety Priorities:

Q6. Neighborhood Issues That Should be the Top Priorities for Improvement in Neighborhoods

by percentage of respondents who selected the item as one of their top three choices

Issue	Percentage
Stealing/theft	39%
Speeding	37%
Drugs	31%
Homes/buildings in disrepair	30%
Cluttered, junky yards/porches	26%
Unmowed, weedy lots/yards	25%
Traffic congestion	19%
Street litter	15%
Stray animals	11%
Noisy animals	10%
Loitering	9%
Abandoned vehicles	4%
Graffiti	2%

■ 1st Choice □ 2nd Choice ■ 3rd Choice

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

22

Q19. <u>Community Issues</u> That Should Receive the Most Emphasis Over the Next 2 Years
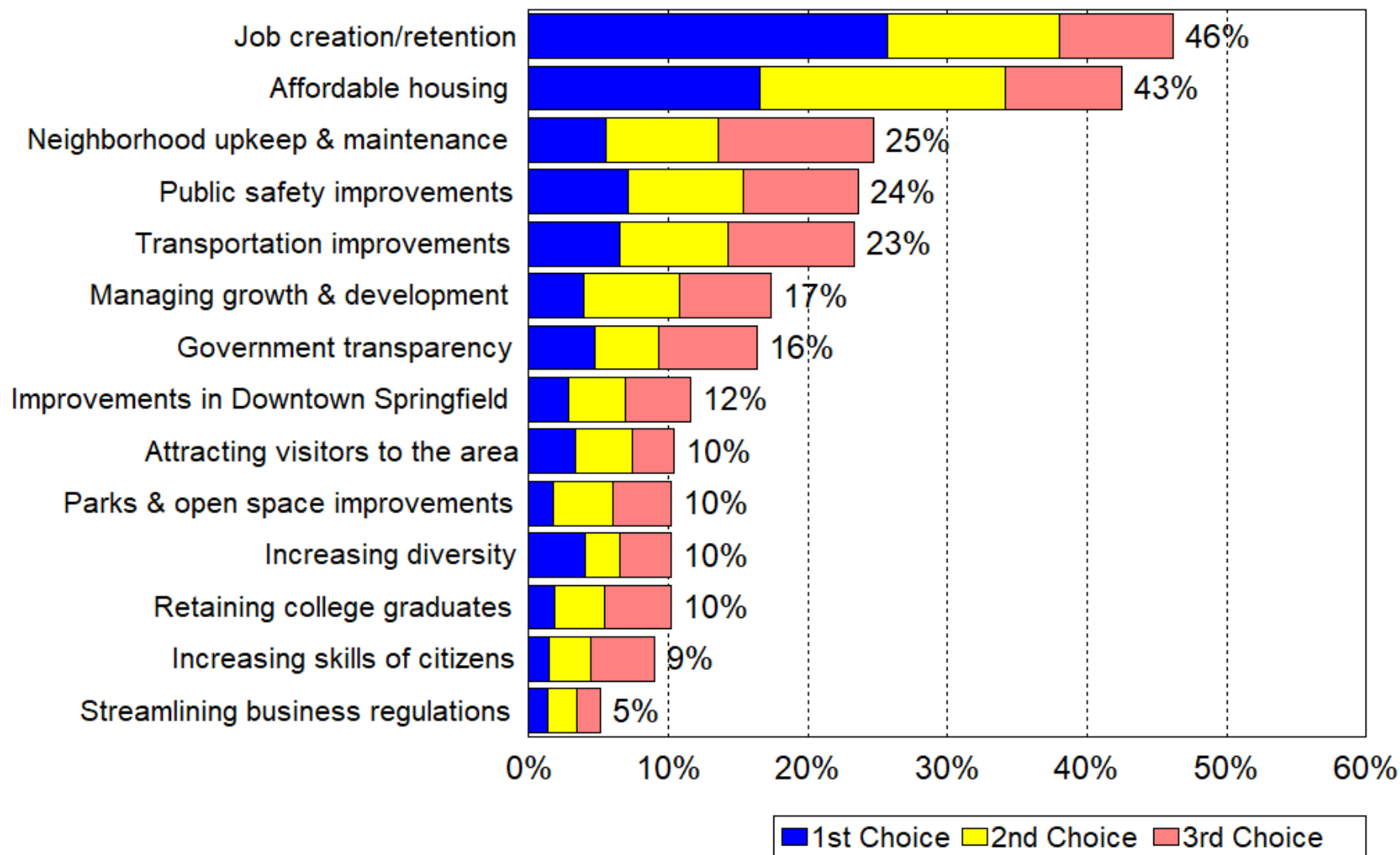
by percentage of respondents who selected the item as one of their top three choices
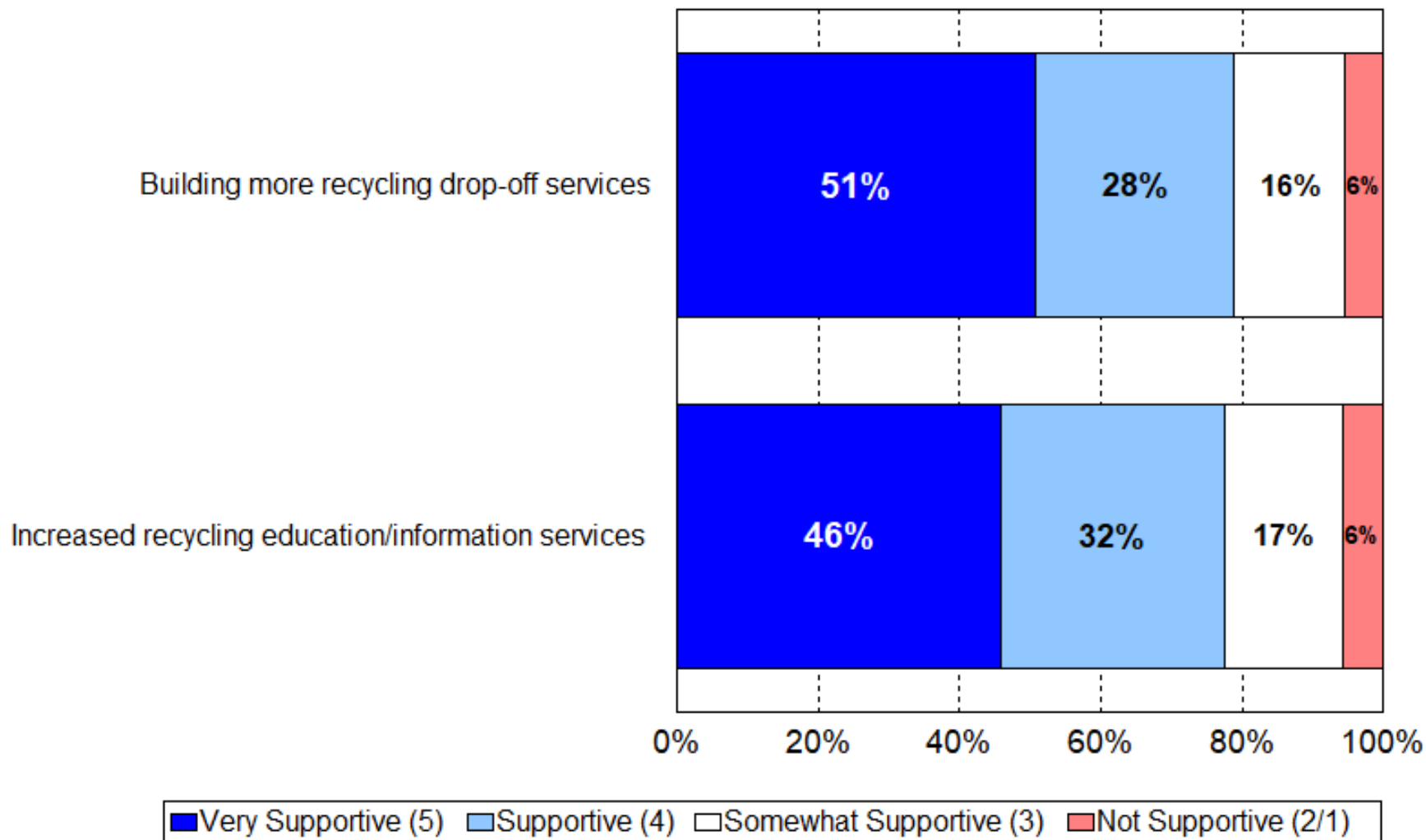

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

Other Findings

Q21. Level of Support for Recycling Efforts

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

	Very Supportive (5)	Supportive (4)	Somewhat Supportive (3)	Not Supportive (2/1)
Building more recycling drop-off services	51%	28%	16%	6%
Increased recycling education/information services	46%	32%	17%	6%

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

Primary Sources Residents Use to Get Information About City Government - 2008, 2014 and 2019

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (<u>excluding "don't know"</u>)
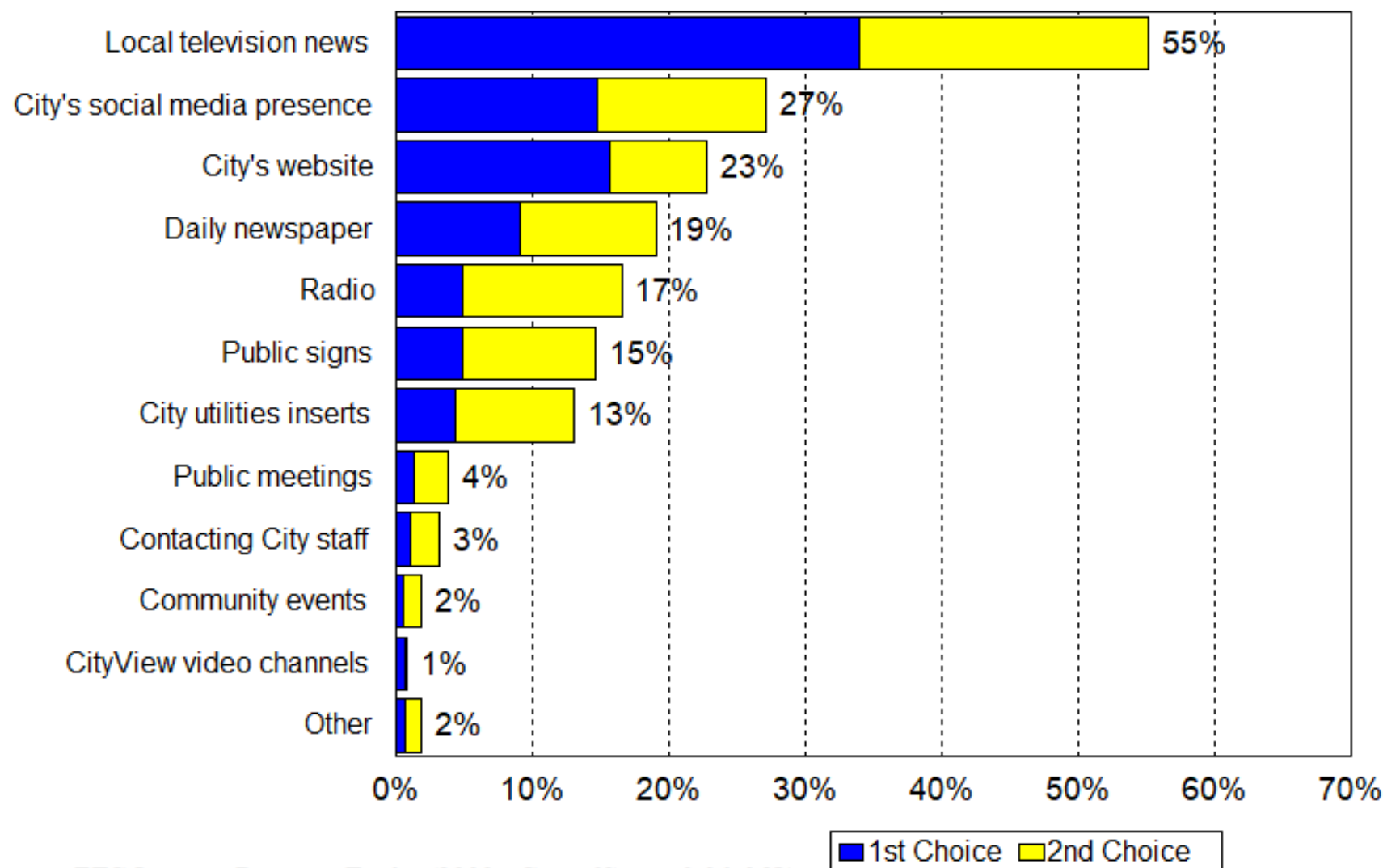
Local television news
- 2019: 75%
- 2014: 83%
- 2008: 88%

Public signs
- 2019: 46%
- 2014: 41%
- 2008: 38%

Radio
- 2019: 37%
- 2014: 46%
- 2008: 53%

City's Web site
- 2019: 37%
- 2014: 31%
- 2008: 28%

City Utilities inserts
- 2019: 35%
- 2014: 38%
- 2008: 40%

City's social media presence
- 2019: 32%
- 2014: 16%
- 2008: Not asked in 2008

Daily newspaper
- 2019: 30%
- 2014: 45%
- 2008: 68%

Contacting City staff
- 2019: 12%
- 2014: 12%
- 2008: 15%

Community events
- 2019: 11%
- 2014: 10%
- 2008: 11%

Public meetings
- 2019: 8%
- 2014: 7%
- 2008: 8%

City View video channels
- 2019: 5%
- 2014: 6%
- 2008: Not asked in 2008

Legend: ■ 2019 ■ 2014 □ 2008

Trends

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

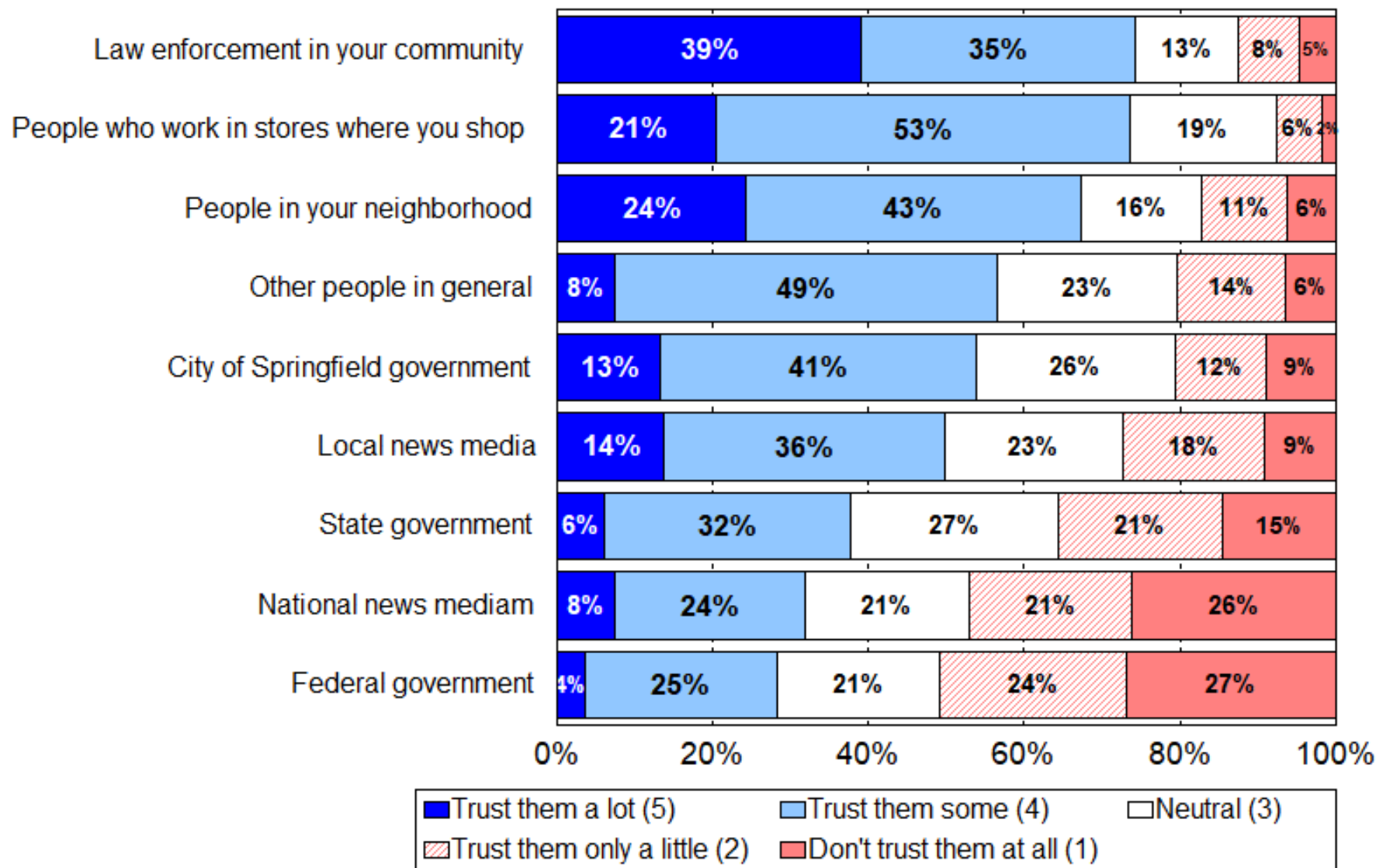Q8. Sources Residents Would Prefer to Use to Receive Information About City Government

by percentage of respondents who selected the item as one of their top two choices

Source	Percentage
Local television news	55%
City's social media presence	27%
City's website	23%
Daily newspaper	19%
Radio	17%
Public signs	15%
City utilities inserts	13%
Public meetings	4%
Contacting City staff	3%
Community events	2%
CityView video channels	1%
Other	2%

■ 1st Choice ☐ 2nd Choice

Source: ETC Institute DirectionFinder (2019 - City of Springfield, MO)

Q30. Level of Trust with Various Groups of People

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

Group	Trust them a lot (5)	Trust them some (4)	Neutral (3)	Trust them only a little (2)	Don't trust them at all (1)
Law enforcement in your community	39%	35%	13%	8%	5%
People who work in stores where you shop	21%	53%	19%	6%	2%
People in your neighborhood	24%	43%	16%	11%	6%
Other people in general	8%	49%	23%	14%	6%
City of Springfield government	13%	41%	26%	12%	9%
Local news media	14%	36%	23%	18%	9%
State government	6%	32%	27%	21%	15%
National news mediam	8%	24%	21%	21%	26%
Federal government	4%	25%	21%	24%	27%

Legend:
- Trust them a lot (5)
- Trust them some (4)
- Neutral (3)
- Trust them only a little (2)
- Don't trust them at all (1)

Summary

Summary

- **Springfield Rates Higher Than Other Cities in the <u>Overall Quality of City Services</u>**
  - ❑ The City rated 16% above the Regional Average and 11% above the U.S. Average in the overall quality of services provided by the City

- **Springfield Rates Higher Than Other Cities in Providing <u>Customer Service</u>**
  - ❑ The City rated 6% above the Regional Average and 13% above the U.S. Average in the quality of customer service provided by City employees

- **Overall Priorities for Improvement:**
  - ❑ Maintenance of City Streets and Infrastructure
  - ❑ Traffic Flow in the City
  - ❑ Overall Quality of Police Services
  - ❑ Enforcement of City Codes and Ordinances

Next Steps

- Consider the frequency of the survey
- Use the results of the survey to inform improvements in target areas
- Align decisions for response with Council priorities

Questions?

THANK YOU!!